

S P E C I F I C A T I O N A M E N D M E N T S

Please **REPLACE** the 4th full paragraph that begins on page 10, line 20 with the following paragraph:

As another example, consider a business that sells novelty technology items. The business would like to buy/rent a mailing list and, based on their demographic requirements, the business has the option of buying or renting one of three mailing lists, A, B, or C. To determine which would be the most effective list for them to buy or rent, the business sends out [[a]] test e-mails, which contain a description of a new product from their latest catalog.